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HE WAS
WANTED
FOR
MURDER

IN "BLACK FURY"—IN "G-MEN"—IN "DR. SOCRATES"



NOW HE'S REWARDED
WITH STARDOM IN

**"MAN
OF
IRON"**

with
**BARTON
MacLANE**

MARY ASTOR • JOHN ELDREDGE

A First National Hit



YOUR SALES **ANGLES**

Not since James Cagney's "Public Enemy" has a 'heavy' been so word-of-mouthed-about as Barton MacLane.

Already acclaimed by press and public as the screen's No. 1 Man of ACTION — he follows up his 'G-Men' and 'Dr. Socrates' triumphs in a picture all his own. A picture that's destined to establish him as a top bracket star.

The story adapted from Dawn Powell's best selling "Country Boy" offers MacLane his first sympathetic role—the two-fisted chin-cracking boss of the steel mills. This Campaign Plan aims to aid you in merchandising these important elements.

YOU HATED HIM AS THE PUBLIC ENEMY IN "G-MEN"!

YOU FEARED HIM AS THE MOBSTER IN "DR. SOCRATES"!

NOW YOU'LL CHEER HIM IN HIS FIRST BIG STAR PART!

... See what happens to this massive mobster when he tries to swap his gat for a top-hat!

BARTON MacLANE
in
"MAN OF IRON"

With
Mary Astor, John Eldredge
A First National Hit

THEATRE

524 Lines Mat No. 401—40c

[FOR 3-COL. ILLUSTRATION OF THIS AD, SEE PAGE 6]

ADVERTISING

HE WAS
WANTED
FOR
MURDER

IN "BLACK FURY"—IN "G-MEN"—IN "DR. SOCRATES"

NOW HE'S REWARDED
WITH STARDOM IN

"MAN OF IRON"

Starring for the first time the
screen's most powerful actor—
BARTON MacLANE
Mary Astor • John Eldredge

T H E A T R E

A First National Hit

336 Lines Mat No. 301—30c

SEE WHAT HAPPENS WHEN
BARTON MacLANE
THE PUBLIC ENEMY OF 'G-MEN'
SMASHES HIS WAY TO STARDOM IN
"MAN OF IRON"
A First National Hit with
MARY ASTOR • JOHN ELDREDGE

58 Lines Mat No. 212—20c

HE MADE CHILLS
RUN DOWN YOUR
SPINE IN "G-MEN"!

HE MADE YOUR
BLOOD RUN COLD
IN "DR. SOCRATES"!

NOW STEEL
YOURSELF FOR
THE SHOCK OF
THIS MIGHTY

MAN OF IRON

Enacted by
BARTON MacLANE

Mary Astor
John Eldredge
A First National Hit

... The screen's
most powerful
actor, in his
first star role!

T H E A T R E

254 Lines Mat No. 209—20c

**RUNNING
WILD**
IN A PICTURE
ALL HIS OWN!

With no Cagney to crack down on him, as in "G-Men"!
With no Muni to give him the needle, as in "Dr. Socrates"!
With nothing this side of hades to stop him... he
smashes his way to stardom in

**"MAN OF
IRON"**

**BARTON
MacLANE**
in his first star role

A First National Picture with
Mary Astor • John Eldredge

T H E A T R E

218 Lines Mat No. 205—20c

**HE PACKS A
PUNCH**

It staggered Cagney in "G-Men"!
It stunned Muni in "Dr. Socrates"!
Now you'll reel from the dra-
matic sock of his first star role!

BARTON MacLANE
**"MAN
OF IRON"**

With MARY ASTOR • JOHN ELDREDGE
A First National Picture

T H E A T R E

184 Lines Mat No. 207—20c

**220 POUNDS
OF HUMAN TNT**
. . . The screen's most
powerful actor smashes
his way to stardom in

**MAN
OF IRON**

A First National Hit with
BARTON MacLANE
Public Enemy No. 1 of "G-Men" and "Dr. Socrates"
MARY ASTOR • JOHN ELDREDGE

Delete line

110 Lines Mat No. 206—20c



A NEW THRILL RUNS DOWN YOUR SPINE
AS A NEW STAR FLASHES ON THE SCREEN!

Imagine what happens when the Public Enemy of "G-Men"—the merciless mobster of "Dr. Socrates"—is turned loose in a picture all his own!

"MAN of IRON"
with **BARTON MacLANE**
THEATRE **MARY ASTOR • JOHN ELDREDGE**
A First National Hit

164 Lines Mat No. 210—20c



Just the kind of two-fisted, chin-cracking action you'd expect from the Public Enemy of "G-Men" and the mobster of "Dr. Socrates"!

BARTON MacLANE
The screen's most powerful actor in his first star role
"MAN OF IRON"
With **MARY ASTOR**
JOHN ELDREDGE
A First National Picture
T H E A T R E

107 Lines Mat No. 106—10c



SEE WHAT HAPPENS WHEN THE PUBLIC ENEMY OF "G-MEN" TRIES TO SWAP HIS GAT FOR A TOP-HAT!
The screen's most powerful actor in his first star role!

BARTON MacLANE
"MAN of IRON"
With **Mary Astor • John Eldredge**
A First National Picture

136 Lines Mat No. 208—20c



A NEW THRILL RUNS DOWN YOUR SPINE—AS A NEW STAR FLASHES ON THE SCREEN!
Imagine what happens when the Public Enemy of "G-Men"—the merciless mobster of "Dr. Socrates"—is turned loose in a picture all his own!

BARTON MacLANE
the screen's most powerful actor, in
"MAN OF IRON"
A First National Hit with
MARY ASTOR • JOHN ELDREDGE

45 Lines Mat No. 109—10c

YOU HATED HIM AS THE PUBLIC ENEMY IN "G-MEN"!

YOU FEARED HIM AS THE MOBSTER IN "DR. SOCRATES"!

NOW YOU'LL CHEER HIM IN HIS FIRST BIG STAR PART!

... See what happens to this massive mobster when he tries to swap his gat for a top-hat!

BARTON MacLANE
in
"MAN OF IRON"

With
Mary Astor • John Eldredge
A First National Hit

THEATRE

294 Lines Mat No. 302—30c

[FOR 4-COL. ILLUSTRATION OF THIS AD, SEE PAGE 2]

THE PUBLIC ENEMY OF "G-MEN" SMASHES HIS WAY TO STARDOM!

Forged in one woman's arms of fire! Shattered by another's poisoned tongue!

BARTON MacLANE
"MAN OF IRON"
With **Mary Astor • John Eldredge**
A First National Picture

81 Lines Mat No. 105—10c

THE TRAILER

Seeing is believing, but these captions will give you a rough idea of what sales appeal this trailer has. For the full effect, however, we suggest you have it screened at your local Vitagraph exchange.

You Hated This Man as Public Enemy No. 1 in "G-Men"
As the Racketeer of "Black Fury"
As the Desperado of "Dr. Socrates"

But Now You'll Love Him
In His First Sympathetic Role
As the Big-Hearted Boss of the Steel Mills
Barton MacLane
"MAN OF IRON"

It Takes a Woman of Charm
To Tame This "MAN OF IRON"

When He Swings into Action
The Sparks Begin to Fly!
It's the Kind of Two-Fisted Action You'd Expect From
Barton MacLane
In "MAN OF IRON"

With Mary Astor
Dorothy Peterson
John Eldredge

"MAN OF IRON" A First National & Vitaphone Picture

THE SCREEN'S MOST POWERFUL ACTOR IN HIS FIRST STAR ROLE!
BARTON MacLANE
"MAN OF IRON"
A First National Picture with
Mary Astor • John Eldredge

15 Lines Mat No. 107—10c

THE PUBLIC ENEMY OF 'G-MEN' AND 'DR. SOCRATES' IN HIS FIRST BIG STAR PART!
BARTON MacLANE
"MAN OF IRON"
A First National Picture with
MARY ASTOR • JOHN ELDREDGE

29 Lines Mat No. 108—10c

THE PUBLIC ENEMY OF 'G-MEN' SMASHES HIS WAY TO STARDOM!

BARTON MacLANE
"MAN OF IRON"
A First National Hit with
MARY ASTOR • JOHN ELDREDGE

56 Lines Mat No. 211—20c

TITLE SUGGESTS 19 SELLING ANGLES

STRONG MAN IS YOUR 'MAN OF IRON'

If you get hold of a strong man and call him town's "Man of Iron," you'll have enough stunts to keep him busy for quite a while. Here are a few angles on how to get the most out of a bally campaign:

1. In lobby or on stage—"Man of Iron" does all the regulation strong man acts, bending iron bars and horseshoes, tearing phone books and lifting weights.
2. Tie up "Man of Iron" with sport store by having him demonstrate various types of strength-testing apparatus. Let him do setting up exercises in the window for the folks, explaining each exercise to the looker-inners.
3. For a contest that takes little room and isn't likely to hurt anybody, have folks challenge "Man of Iron" to hand-wrestling. If anybody unbalances strong man, he wins a ducat. Of course, when crowd gathers, tell your man to throw a match or two just to make it interesting.
4. He can endorse various products for store tie-ups. For example: "'The Man of Iron' endorses Klein's Clothing because it wears like iron. See 'Man of Iron,' etc."

QUIZ ON 'IRON' ANGLE

Need a contest? This questionnaire asks folks to identify various phrases in which the word "Iron" is important:

1. What frigate was called Old Ironsides? _____
(Constitution)
2. Who wrote the poem "Old Ironsides?" _____
(O. W. Holmes)
3. Who was called the Iron Duke? _____
(Duke of Wellington)
4. What Lord Protector of England was called Ironsides? _____
(Oliver Cromwell)
5. Who wrote the novel "Vein of Iron?" _____
(Ellen Glasgow)
6. What U.S. metropolis is called the Iron City? _____
(Pittsburgh)
7. Who was called the Iron Chancellor? _____
(Bismark)
8. What four states have "Iron" counties? _____
(Mich., Mo., Utah, Wis.)
9. What was the Iron Maiden? _____
(Medieval torture machine in form of girl with lining of spikes)
10. Who plays the title role in "Man of Iron" at the _____ Theatre?
(Barton MacLane)

MEN WITH IRON NERVES

For lobby or window display, how about stills of men with iron nerves? Famous racing drivers, jockeys and dare-devils are all eligible. Of course a still of MacLane and copy about picture go into this "Man of Iron" exhibit.

FREE RADIO SKETCH

This film is packed with exciting action, and we've crammed enough of it into this radio sketch to 'sell' the toughest fans. The dramatization is twelve minutes long, with three minutes at beginning and end for your plug. If you can use 'em, write to Campaign Plan Editor, 321 West 44th Street, New York City. There'll be a mimeographed copy for each member of the cast sent to you by return mail.

TELL THE IRON WORKERS

No need to tell you to contact steel or iron mills, if any, to let 'em know about this one. Heralds at entrance to factory or letters posted on employees' bulletin boards will tell your story.

TESTING MEN OF IRON



For lobby stunt, set up strength tester, possibly like one illustrated. Dial is marked so that highest score is "Man of Iron." Prospective patrons get chance to test strength, with ducats to all Men of Iron.

'MEN OF IRON' PROVE THEIR WORTH

For a novel lobby campaign that won't put too much of a strain on the ole budget we suggest the following: prepare ads and heralds bearing this copy: "Girls . . . is your boy friend a 'Man of Iron?' Take him to the Strand Theatre and find out," or "Men, prove that you are a 'Man of Iron,' etc." Then you set up stunts like this in lobby:

1. Gadget resembling thermometer is set up with sign saying: "Stand in front of this and find out if you're a 'Man of Iron'." When patron does as requested, he steps on bulb hidden under carpet, which sends indicator up to proper level.
2. Shoe measurer is marked so that certain size foot indicates "Man of Iron."
3. Get hold of scale that emits card, telling weight. Substitute your own "Man of Iron" cards."
4. Put a big bowl of spinach in lobby, saying that anyone who can eat a certain amount is a 'Man of Iron.'
5. Mechanical puzzles, like separating two rings, can be included in your test.
6. And of course you'll want to give 'em a chance to tear an old phone book.

ROBOT OBEYS PATRONS



From costumer get outfit for man as illustrated, calling him "The Man of Iron." Sign tells folks that robot will obey reasonable orders. Patrons shout directions, and your robot obeys with mechanical movements.

DISPLAY OF STAR'S PIX

"You hated him in 'G-Men,' feared him in 'Dr. Socrates' . . . but you'll love him in his first sympathetic role as the 'Man of Iron.'" Copy like this describes stills from past pix for window or lobby display.

CONTEST ON HEAVIES

How's about a contest asking folks what current film heroes and heroines were once villains. Publicity stories should tie in MacLane. Below listed 20 stars you can use. Those in bold face type started as heavies:

Marion Davies	Leslie Howard
Myrna Loy	Dick Powell
James Cagney	Barton MacLane
Paul Muni	Ruby Keeler
Kay Francis	Adolphe Menjou
Wallace Beery	Bette Davis
Warren William	Clark Gable
Al Jolson	Pat O'Brien
Joan Blondell	Jean Muir
George Raft	James Melton

KIDS BUILD IRON MAN

To interest youngsters in show, offer ducats to those constructing best figures of men out of material found in Erector Sets. No harm in contacting stores handling the sets—they may cooperate by advertising or offering additional prizes to winners.

Barton MacLane Coming to Strand In "Man of Iron"

"Man of Iron," the First National comedy drama in which Barton MacLane, the screen's Public Enemy No. 1 has his first stellar role, is scheduled as the feature attraction at the..... theatre on.....

The story by Dawn Powell on which the picture is based, is filled with dynamic thrills, hilarious comedy and a novel romance.

Barton MacLane plays the role of an untutored and unlettered steel worker who is rocketed into an executive position. He gets into no end of hot water by mixing with men and women of culture and his faux pas at a country club and in the homes of the wealthy result in a long succession of riotously funny situations, particularly his insistence on examining occupied shower baths.

Going "high hat," he loses the confidence of his men and is on his way to ruin when he finally makes a comeback in a smashing and surprising climax to the picture.

Dorothy Peterson plays the part of MacLane's wife, a sensible woman who does her best to try to hold her husband down to a common sense attitude toward their new position.

The feminine menace in the picture is played by Mary Astor who tries in vain to vamp the new boss in order to bring about his ruin. John Eldredge is the boss' assistant and secret enemy.

Others who have important roles in the production include Joseph Crehan, Craig Reynolds, Joseph King, John Qualen, Joseph Sawyer, Florence Fair and Edward Keene. William McGann directed the picture from the screen play by William Wister Haines.

Real Steel Mill Used as Setting for Film Scenes

An air of reality that will prove convincing even to factory employees pervades the mill scenes in the First National picture, "Man of Iron," which comes to the..... theatre on.....

The scenes were taken in a real bolt and nut mill and the men in the background shown working at the different machines are the same men who daily operate them.

The mill is the plant of a big steel company in Burbank, Calif., and a hundred employees were paid as movie actors for appearing in the picture as well as receiving their regular checks. None of the actors operated any of the machinery except Barton MacLane and three other principals, who were carefully coached in the few operations they had to perform. Other players are seen however in the background.

The problem of providing a natural background with all the machinery in operation was solved by having the regular factory employees go on with their regular tasks after being warned not to pay any attention to the camera or the plot action going on in the foreground.

"Man of Iron" is a stirring comedy drama with many thrilling sequences based on a story by Dawn Powell.

In the cast besides MacLane are Mary Astor, John Eldredge, Dorothy Peterson, Joseph Crehan, Craig Reynolds and Joseph King.

It was directed by William McGann from the screen play by William Wister Haines.

Meet the "Man of Iron"



He was Public Enemy No. 1 in "G Men," until James Cagney stopped him. He was the mob leader in "Dr. Socrates" and Paul Muni gave him the needle. Now, with nothing to hinder, Barton MacLane emerges as a full fledged film star in the First National production, "Man of Iron," which opens at the.....

Theatre on.....
Mat No. 203—20c

REVIEW

Film Bad Man Makes Good In First Screen Hero Role

Barton MacLane Scores Hit in "Man of Iron" Premiere at the Strand

Barton MacLane, whose work in "G Men," "Dr. Socrates" and "Frisco Kid," made him the screen's No. 1 bad man, has at last been given an opportunity to show his versatility as well as his talent for characterization, in the heroic role in the First National production, "Man of Iron," which was shown at the..... theatre yesterday for the first time locally.

MacLane had done creditable work on the stage in "The Trial of Mary Dugan," "Subway Express," "Rendezvous" and other plays, before he went to Hollywood where for some reason he was cast in heavy parts. He did so well in them, however, that he was eventually selected for the stellar role in "Man of Iron."

MacLane is no matinee idol in this picture. He is a hard hitting, two fisted steel worker who fights his way to an executive position. But he goes high hat and tries to break into high society, for which he is unfitted. This gives MacLane a chance for clowning and he shows he is as good a comedian as a villain.

He plays the part with all seriousness and a perfect "dead pan," which is exactly the way the character should be portrayed, for he is totally unaware of the blunders he makes. All this makes for riotous comedy which brought plenty of laughs at the..... theatre, but all of his acting is not clowning. There is thrilling action aplenty, as well as pathos and romance, and MacLane proves his ability to hold the honors he has won in an exceedingly brief screen career.

For once Dorothy Peterson plays her age. Although a young woman, she has mostly appeared in mother roles. In "Man of Iron," she is the bride of MacLane, and a sensible one who tries to keep his feet on the ground.

Mary Astor plays the part of a brunette menace, a supercilious secretary with society connections, who tries to bring about the ruin of her boss. She does an excellent job as the cool, calcu-

lating conniver whose only emotion seems to be that of spite. She is aided and abetted in her trickery by John Eldredge, who gives one of his always capable performances as the assistant to the big boss, who feeds him with flattery until he has almost wrecked his life.

Others in the cast who do notable work include Joseph Crehan, Craig Reynolds, Joseph King, John Qualen, Joseph Sawyer, Florence Fair and Edward Keene.

William McGann has done a creditable job of directing the production bringing out in strong relief both thrills and comedy. The picture is based on the story by Dawn Powell, with screen play by William Wister Haines.

Dorothy Peterson Cast in Youthful Role

For the first time in her five years in Hollywood, Dorothy Peterson was really happy—professionally speaking—when she was given a leading role in the First National picture, "Man of Iron," which comes to the..... theatre on.....

The reason is that she portrays a young woman of approximately her own age.

Coming to Hollywood from the New York stage, where she was one of the best of the younger leading women, Miss Peterson's first motion picture role was that of an old mother of a large brood of children. She played it too well, for subsequently she was cast in mother roles.

"Man of Iron" to Open at Strand Theatre Today

"Man of Iron" the First National picture which treats of the adventures in high society of an unpolished workman, and which gives Barton MacLane, the screen's Public Enemy No. 1 his first stellar opportunity in a heroic role, comes to the..... theatre today.

The picture is based on a story by Dawn Powell in which she takes a steel foreman and elevates him to a high executive position.

Perfectly capable of performing his duties, his vanity is fed by an assistant and a woman secretary, both of whom are seeking his downfall.

They inflame him with social ambition, and he becomes the laughing stock of the socialites without knowing it. The plot has much comedy as well as thrilling action and romance.

Supporting Barton MacLane are Dorothy Peterson who plays the part of his very sensible wife who tries to save him from his own egotism and stupidity, Mary Astor and John Eldredge who have the roles of the two who are conniving the downfall of their boss.

Others in the cast include Joseph Crehan, Craig Reynolds, Joseph King, John Qualen, Joseph Sawyer, Florence Fair and Edward Keene. William McGann directed the picture.

Film Star Develops Shower Bath Habit

Undoubtedly the most important shower bath ever constructed for a motion picture set is that devised for use in one sequence of the First National picture, "Man of Iron," which comes to the..... theatre on.....

Barton MacLane, who has the leading role in the film starts life as a mechanic. Shower baths are his hobby, so as he rises in the world, he installs newer and more luxurious showers.

The climax in the story and the climax in shower baths are synchronous. So elaborate and ingenious is the shower bath the hero has installed in his latest home that only a person of a considerable degree of engineering skill and knowledge would dare to operate it.

New Film Star



Barton MacLane, famed as the toughest villain of the screen, emerges as an equally tough, but far more sympathetic hero, in his first stellar role, "Man of Iron," the First National drama now at the.....
Mat No. 102—10c

MacLane Forms Basketball Team Of Screen Actors

Although he won national fame as a football player one fall afternoon in 1924 by taking the opening kick-off on his own goal line and running 100 yards to a touchdown, Barton MacLane, now playing the lead in the First National picture, "Man of Iron" at the..... theatre, the sport in which he really distinguished himself while at college was basketball.

So keen is he about the indoor game that he has formed a basketball team from the ranks of the Warner Bros. players.

MacLane was captain and star forward for two successive years of the Wesleyan University basketball team, and both years Wesleyan won the New England "Little Three" championship by defeating its traditional rivals, Amherst and Williams.

On the new team are James Melton, Donald Ross, Joseph Sawyer, Gordon Elliott and Dick Foran.

That's How Tough He Is



Just because he's a film hero instead of the screen bad man, doesn't mean that Barton MacLane has softened up, even in his first stellar role in First National's "Man of Iron," which comes to the..... theatre on..... He even lights his cigarette on an acetylene torch, much to Mary Astor's delight. Miss Astor is the menace in this film.
Mat No. 201—20c

Barton MacLane Opposes Football "Set Up" Games

Star of "Man of Iron" Would Abolish Matches Between Unequal Teams

Outside of his work for the screen, one of Barton MacLane's chief interests is football. MacLane was once the crack halfback on the varsity team of Wesleyan University at Middletown, Conn., and got a chance to break into films because of his prowess as a player.

MacLane, the most noted of film "bad men" is starring in "Men of Iron," the First National picture now showing at the theatre, has a particular peeve against the "practice" games of the big universities with smaller colleges at the opening of the season.

"I have been trying to think of reasons for holding such games," he said, "but I haven't hit on a single one.

"Coming as the first or second game on the schedule, it does no good to the boys on the small college team. In fact, it generally ruins them physically and often mentally. Their only salvation lies in the fact that most of the other teams on their schedule have also taken a terrific thumping from some big university.

"But that's only a minor consolation. The boys generally play their hearts out against the big teams, and in almost every case it gets them exactly nowhere. Even if the eleven starting players for the small school make up a pretty fair aggregation, their cause is almost hopeless, for the big team keeps rushing in fresh substitutes who are just about as good as the men they replace.

"Their own substitutes are so few and so inexperienced that the first string men have to stay in most of the game and continue the unequal struggle against the fresh, keen, eager men of the big university.

"Of course the little school gets a fat guarantee for going to the

big town and taking its annual shellacking, but that is not a sufficient reason.

"So far as the big university is concerned, I can't see why it should schedule push-over games. I know that the theory is that, no matter how poor the competition, an actual game is better preparation for the big events to come than scrimmaging with the scrubs. If the little college team and the big university's scrub team were even of approximately equal calibre, I might believe in that theory. That's not often the case, however.

"As far as the public is concerned, it is actually being cheated when it pays to see these set-up games. I know the fans realize it is a set-up game and can't get excited over the outcome, but they are anxious to see their heroes in actual competition, so turn out to watch the slaughter."

"Man of Iron" is a hilarious comedy drama with many thrilling sequences, based on a story by Dawn Powell. In the cast besides MacLane are Mary Astor, John Eldredge, Dorothy Peterson, Joseph Crehan, Craig Reynolds and Joseph King. It was directed by William McGann from the screen play by William Wister Haines.

Killer Turns Rescuer



Barton MacLane beat John Qualen to death—in "Black Fury." Now he uses the same punch to save Qualen's life in "Men of Iron," the First National drama in which MacLane swaps his gat for a high hat he doesn't know how to wear. It opens at the Theatre on

Mat No. 204—20c

First Film Kiss In 5 Years Given To Miss Peterson

For the first time in the five years of her motion picture career, Dorothy Peterson plays in a love scene.

It was a rather sedate love scene, to be sure, for it depicted a wife in a tender passage with her own husband, but it did necessitate her being embraced and kissed by an adult male and that was a distinct innovation for Miss Peterson in film work.

The scene is in the First National picture "Man of Iron," which comes to the theatre on The case of Miss Peterson, who is a young and attractive woman is one of the strangest in the annals of Hollywood. Coming here five years ago from the New York stage, where she was considered one of the best of the younger leading women, she was given an opportunity by Warner Bros. to display her versatility in a picture which took her from the age of 18 to white-haired old age.

The picture was called "Mother's Cry" and in it Miss Peterson was the mother of several children. Immediately she was classified as a mother type, although she had never done anything of the sort on the stage.

From that day on she has been a mother in every picture she has worked in until she was given her present role. And in nearly every film she didn't have a living husband but was a poor old widow.

"Man of Iron" is a comedy drama containing both laughs and thrills. The cast also includes Barton MacLane, Mary Astor, John Eldredge, Joseph Crehan, Craig Reynolds and Joseph King. William McGann directed the picture from the screen play by William Wister Haines based on the story by Dawn Powell.

Mary Astor Now Wants to Make World Laugh

Seeing Mary Astor in her latest role in the First National picture, "Man of Iron," which comes to the theatre on, it is difficult to believe that her greatest desire is to be cast in robust, even somewhat rough and rowdy, comedy roles.

Despite the apparent austerity which her classic type of beauty makes almost inevitable in her appearance, Miss Astor thinks she could be quite amusing in good low comedy.

That very austerity of mien which makes her effective in "Man of Iron," in which she is cast as a calculating young woman inclined to gold digging, can be made to serve the ends of rowdy comedy very effectively, in her opinion.

"After all, there's nothing which is more effective in making an audience laugh than the discomfiture of a sedate character," she pointed out. "Anyone slipping on a banana peel will be greeted with laughter, but the situation becomes twice as funny when it is a serious, dignified person whose equilibrium and dignity are simultaneously upset.

"I'm actually pining for a role in which I'd be made up to look just too beautiful, and then, suddenly and unexpectedly, I'd have to take the most undignified sort of fall which a woman can suffer.

"And I'd love to haunt motion picture houses and listen to the roars of laughter with which that piece of business would be greeted for I think that no one can do a greater service to the world than to make it laugh."

Advises Screen Aspirants to Try Acting in Stock

Barton MacLane, leading man in the First National film, "Man of Iron," which comes to the theatre on, declares that the best preparation for an acting career is to have absolutely nothing to do with it until you are ready to do it seriously.

"In short," he explained, "it's wisest to do all sorts of other things, if you must, but keep away from amateur theatricals."

His ideas on the subject apply with equal force, he said, to aspirants for a motion picture career and to such neophytes whose ambitions may encompass only stage-acting, if there be any such. But, he considers a fairly lengthy apprenticeship on the stage the best possible preliminary to a motion picture career.

Whether the goal is stage or screen success, however, he thinks it is futile to start toward it until one is ready to devote himself to it entirely.

"I have a friend who wants to go on the stage," he said, "and he came to me for advice. This youngster had no money and wanted to go to a dramatic school. I suggested that he tie up with a summer stock company instead, and play a few parts, have a good time, and get into a good physical condition. It's important, I think, for an actor to develop his mind and body naturally and to the fullest extent.

"Go out and live life as fully as you can and watch the people about you. That's the best training an actor can have, aside from acting as much and as often as possible."

"Man of Iron" is a hilarious comedy drama with many thrilling sequences, based on a story by Dawn Powell. In the cast besides MacLane are Mary Astor, John Eldredge, Dorothy Peterson, Joseph Crehan, Craig Reynolds and Joseph King. It was directed by William McGann from the screen play by William Wister Haines.

Actor Regrets Inability to See Wagner Operas

Except for one thing, John Eldredge would be thoroughly satisfied to live and work the rest of his life in Hollywood, and that is the rarity of performances of the Wagnerian operas.

A devoted music lover, the young First National actor, who is now playing in "Man of Iron," now showing at the theatre, places the works of Richard Wagner at the top in his list.

Next comes the symphonies of Brahms and Beethoven, but these he can hear fairly often, either during the winter season of the Los Angeles Philharmonic Orchestra or its summer season at the Hollywood Bowl. To hear the Wagnerian music dramas he has to depend on his collection of phonograph records.

Of Tannhauser he has a complete recording from the opening tap of the conductor's baton to the last note. Of four others he has virtually complete recordings, the only missing portions being unimportant cuts which do not destroy the continuity of the performance. And of all the other operas he has separate records of important sections. They are "Rheingold," "Walkure," "Siegfried" and "Gotterdammerung."

"Man of Iron" is a comedy drama containing both laughs and thrills. The cast includes Eldredge, Barton MacLane, Mary Astor, Dorothy Peterson, Joseph Crehan, Craig Reynolds and Joseph King. William McGann directed the picture from the screen play by William Wister Haines, based on the story by Dawn Powell.

Barton MacLane Tough Even as a Hero

Even as a hero, in his first starring picture for First National, "Man of Iron," which comes to the theatre on, Barton MacLane is depicted as a rough, uncultured character. In real life the only way in which he resembles his screen characterizations is in his rugged physique and his aggressive, forceful manner of address.

Far from being the unlettered roughneck whom he usually portrays in pictures, MacLane graduated from Wesleyan University, in Connecticut, where he majored in, and won honors in, English, and subsequently wrote a play named "Rendezvous" which was produced on Broadway by Arthur Hopkins in 1932.

Mary Astor Student of Stage Craft

One of the great beauties of the screen, Mary Astor, who has an important role in "Man of Iron," now showing at the theatre, considers her physical appearance the least of her professional assets.

The reason she is still in films,

Mary Astor in "Man of Iron" at the Strand

Mat No. 101—10c



she will tell you, is that even in the days when her beauty alone was quite enough to establish her importance she was not content to offer that as her only qualification but applied herself intensely to the task of learning to be a competent actress.

Actor Misses Hisses So He's After Kisses

Barton MacLane missed the hisses, so now he's after the kisses.

That's his own explanation of his metamorphosis from a screen villain to a hero. MacLane has been Public Enemy No. 1 in many films, including "Black Fury" and "G Men." Now he appears as the leading man in the First National production, "Man of Iron," which comes to the theatre on

"On the stage," he explained, "actors get inspiration from the reaction of the audience. If you're a hero, you are applauded; if a villain, hissed. The hisses are as much of a stimulus as the hand claps, because you know you are doing a good job.

"In film work you get no hisses. Neither do you get any applause, but there is one consolation, if you are the hero, you do get kissed. Me for the hero roles."

Mary MacLaren Now Making Comeback

Although her comeback efforts have progressed to the point where she is being given small parts rather frequently, Mary MacLaren, star in the days of the silent pictures, reverted to the ranks of dress extras for one day at the Warner Bros. studio.

She worked that day in a party scene in "Man of Iron," now showing at the theatre.

Screen's No. 1 Bad Man Is A Playwright As Well

Barton MacLane, Star of "Man of Iron" Has One Drama to His Credit

Barton MacLane generally isn't shy. But on one particular subject he becomes as reticent as a little girl asked to name her best beau.

The subject which the big, husky, aggressive actor is so loathe to discuss is the matter of his writing ambitions. He will admit that he has such ambitions and that he once wrote a play which was produced on Broadway, but that is as far as he will permit the discussion to go.

Having been raised to stardom in the First National picture "Man of Iron," which comes to the theatre on....., MacLane insists he is being kept much too busy as an actor to be able to devote much time to any other activity. His intimates are certain he'd much rather win acclaim as an author than as a thespian.

His very reticence on the subject is taken by them as a sufficient indication that this ambition is close to his heart.

That he still writes in his limited allotment of spare time he will admit, if pressed, but any attempt to learn any details of his current literary efforts bring the reply that "none of it's important enough to talk about."

MacLane's play, "Rendezvous," was produced on Broadway by Arthur Hopkins with MacLane himself in the leading role. Put on during the 1932 season, by all odds the worst season in the history of the New York theatre, the play didn't run very long, but it did draw forth a flattering critical reception.

The very practical Variety, journal of show business, commented, after outlining the plot.

"It isn't just a gangland play, but rather a gangland background for an energetic drama of a large American subject. In subterfuge-and-politics alliance, framed into an interesting evening in the theatre. The play has a terse style of expression that nails attention. Dialogue is a model for point and brevity."

It is likely that MacLane may yet go far as a writer.

"Man of Iron" is a hilarious comedy drama with many thrilling sequences, based on a story by Dawn Powell. In the cast besides MacLane are Mary Astor, John Eldredge, Dorothy Peterson, Joseph Crehan, Craig Reynolds and Joseph King.

Mary Astor



Mary Astor turns screen menace as Barton MacLane's unfaithful secretary in the First National drama, "Man of Iron," which opens at the Theatre on.....
Mat No. 103-10c

New Kind of Love Interest in Film

Is it possible to make an entertaining motion picture without the kind of love interest that ends in a clinch and a kiss?

That is answered in the First National production "Man of Iron," which comes to the theatre on.....

The love interest in the picture is the love of a woman for her mate; Barton MacLane and Dorothy Peterson having this new type of lover roles. But the biggest interest of the story lies in its comedy and its thrilling action.

When the Mob Goes Mad



When Barton MacLane swapped his mobster's gat for a high hat, in his first stellar role in "Man of Iron," the First National drama now playing at the Theatre, things happened fast and furiously, but none more exciting than this scene in which 220 pounds of human TNT battles a mob composed of the men who had once been his pals.
Mat No. 202-20c

Screen Villain Yearns to Play Comedy Roles

When motion picture fans think of John Eldredge, they envisage a sly, unprincipled fellow whose function in life is to put obstacles in the way of a happy ending for heroes and heroines.

His latest in a series of such roles is the one he has in the First National picture "Man of Iron," which comes to the theatre on..... He plays the part so well it forms another link in the chain that keeps him from achieving his ambition which is to play in light comedy.

It is only since he began his screen career that he has become a villain. Virtually all of his dozen years of stage training was as a light comedian, with the exception of the time he spent in Eva Le Gallienne's repertory company in New York.

At no time, however, did he ever play a villain on the stage. Cast as a heavy early in his motion picture career however, the tag has stuck.

"Man of Iron" is a rollicking comedy drama spiced with fast and exciting action. Besides Eldredge the cast includes Barton MacLane, Mary Astor, Dorothy Peterson, Joseph Crehan, Craig Reynolds and Joseph King. William McGann directed.

Glad to Be Menace

Mary Astor, beautiful film star who tries to ruin Barton MacLane in "Man of Iron," the First National drama playing at the Theatre, is glad to be a screen menace. Miss Astor has been playing sympathetic roles for a long time and says she is happy to have a chance to show her versatility.

Mary Astor Has Had Lead Roles On 112 Pictures

Although still on the sunny side of thirty Mary Astor has steadily held a place among the top rank of featured feminine screen players for fifteen years, which is quite a record.

Starting in films after she had won a beauty contest before her fourteenth birthday, Miss Astor has set another record for feminine players of her calibre, and that is in the number of pictures in which she has played leading roles.

Including her latest, which is the First National picture, "Man of Iron," now showing at the Theatre she has had leading parts in 112 films.

Still young and one of the outstanding beauties of Hollywood, Miss Astor expects to continue her career indefinitely.

In "Man of Iron," she portrays an exceedingly unpleasant young woman, but she welcomed it because she regarded it as an excellent opportunity to demonstrate another aspect of her acting talent.

The picture is a combination of thrills and laughter, based on a story by Dawn Powell.

William Wister Haines wrote the screen play which was directed by William McGann.

Too Many Baths

Barton MacLane used to be a shower bath addict, but no longer. Since the filming of his first stellar vehicle, "Man of Iron," the First National picture coming to the Theatre on....., he uses only a tub. MacLane had to spend an entire day under a shower to make a brief sequence for the film.

Military Suits Worn By Mary Astor In New Film

Star Will Be Seen in "Town and Country" Styled Frocks in "Man of Iron"

The kind of clothes popular with all women who go places and do things, form the basis for an extensive wardrobe worn by Mary Astor in "Man of Iron," the First National production now showing at the Theatre.

In her film role, the actress is a secretary with good social connections, and her costumes include not only a variety of clothes suitable for office wear, but many smart formal things.

Two three-pieced sports suits are especially notable, being in the soft Rodier woolens. One, in the heather shades, has a skirt of solid color while the antique gold blouse of rabbit-hair crepe finds its color repeated in the flecks on the short box jacket.

The other, in blue and white with tomato colored flecks, has a brushed wool sweater of the tomato with a navy leather belt and a navy cord drawn through the high neckline, gathering it into cartridge pleating.

Two office frocks are interesting because they combine the new military influence with the perennially popular shirtmaker styling. A black oatmeal crepe is trimmed with black soutache braid and has an Ascot scarf of white pique, while a similar crepe in brown is set off by brown sable fur edging the scarfs and pockets and a bronze lame vestee. The belt, for this frock, is reversible, being brown suede on one side and kid on the other.

Military also is Miss Astor's two-piece ensemble of black gros de londres material, which has a short jacket entirely outlined with cartridge-pleated faille ribbon, while the skirt is plain, flared only slightly, and the dress-top is white with a "shirt-front" of braided silk showing through the low-cut "U" of the jacket-closing.

Designed along more formal lines, but still keeping the tailored motif so liked by this smart actress, is a cocktail dress of silver lame.

The skirt is of the new length, half-way between calf and instep, and the jacket has several high style points, including jeweled buttons with caubouchon ruby insets, leg-of-mutton sleeves, and a large, flat bow of black velvet thrust through the wing-collar neckline.

"Man of Iron" based on the story by Dawn Powell, combines rollicking comedy with dramatic thrills. Besides Miss Astor the cast includes Barton MacLane, John Eldredge, Dorothy Peterson, Joseph Crehan, Craig Reynolds and Joseph King. William McGann directed the picture from the screen play by William Wister Haines.

Football Prowess Won Him Film Role

Barton MacLane, erstwhile film bad man who has the hero role in the First National picture, "Man of Iron," now showing at the Theatre, got his start in dramatics because of his football ability.

MacLane played football at Wesleyan College in Middletown, Conn.

After graduation he attended the American Academy of Dramatic Arts in New York. Half way through his course, he learned that Richard Dix was making a football picture at a Long Island studio. He applied for the job as one of the players, got it and simultaneously his start in dramatics.

MacLane Says Golf Keeps Him In Fine Fettle

Playing golf and working about his small ranch at Encino are sufficient to keep the rugged physique of Barton MacLane in the excellent condition demanded by his film roles.

Whether he plays his usual role as Public Enemy No. 1 or leading man as in his current Warner Bros. picture, "Man of Iron," which comes to the theatre on....., MacLane's roles always require the strenuous physical activity which his very appearance suggests.

During his four years at Wesleyan University in Connecticut, the "best of the he-men," as one critic described him, played on both the football and basketball teams being captain of the latter.

After graduation he found himself facing the danger of increasing flabbiness which confronts all big fellows who have suddenly given up strenuous sports, and, without much hope that it would aid him, he took up golf because that was all, as an actor, that he could find opportunity for in the sports line.

To his surprise and gratification, he found the apparently soft game was sufficient to keep him in excellent trim. Since settling in California and adding amateur ranching to his other exercise, he has rounded into as good shape as that of his college days.

"Man of Iron" is a hilarious comedy drama with many thrilling sequences, based on a story by Dawn Powell. In the cast besides MacLane are Mary Astor, John Eldredge, Dorothy Peterson, Joseph Crehan, Craig Reynolds and Joseph King.

It was directed by William McGann from the screen play by William Wister Haines.

Preacher Tells Son to Be Good Actor

Even though he was the son of a minister, John Eldredge now playing in the First National picture, "Man of Iron," which comes to the theatre on....., did not have to overcome any parental objections when he announced his intention of becoming an actor.



Barton MacLane in "Man of Iron" at the Strand
Mat No. 104-10c

At the time of the momentous announcement, his father, the late Rev. George G. Eldredge, then pastor of St. John's Presbyterian Church in Berkeley, Calif., merely smiled and remarked:

"That's all right, son, as long as you become a GOOD actor."

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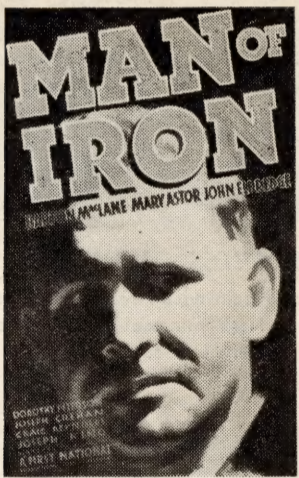
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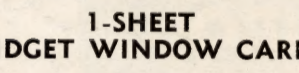
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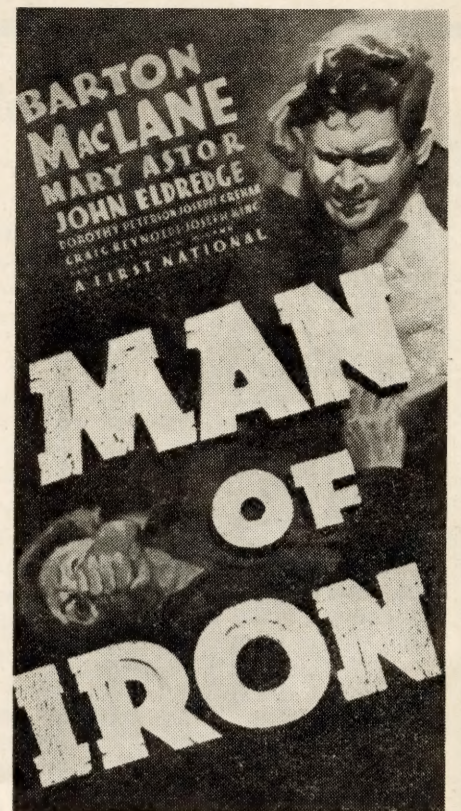
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"MAN OF IRON"	100%
with Barton MacLane	75%
Mary Astor—John Eldredge	60%
Dorothy Peterson—Joseph Crehan—Craig Reynolds—Joseph King	25%
Directed by William McGann	20%
A First National Production	40%
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CAST OF CHARACTERS

Chris Bennett	Barton MacLane
Vida	Mary Astor
Tanahill	John Eldredge
Bessie	Dorothy Peterson
Tom Martin	Joseph Crehan
Adams	Craig Reynolds
Balding	Joseph King
Collins	John Qualen
Crawford	Joseph Sawyer
Mrs. Balding	Florence Fair
Mortgage Man	Edward Keene

PRODUCTION STAFF

Director	William McGann
Screen Play by	William Wister Haines
Based on Story by	Dawn Powell
Photography by	L. W. O'Connell
Film Editor	Terry Morse
Art Director	Hugh Reticker
Musical Director	Leo F. Forbstein

STORY

Because of his thorough mechanical knowledge and his ability to handle men, Chris Bennett (*Barton MacLane*), is promoted from foreman of the Balding Steel Company to general manager.

This is a blow to Tanahill (*John Eldredge*), assistant general manager, who had expected the position. With Vida (*Mary Astor*), his secretary, he plots Bennett's downfall.

When Chris tells his plain, home-loving wife, Bessie (*Dorothy Peterson*) of his promotion she is not so elated as he feels she should be. She is content with the sphere in which she has been living and with her friends among the women.

Uncertain as to how he should act in his new position, Chris accepts the preferred tutelage of Tanahill, and the latter fills his head with grandiose ideas. He becomes a member of a country club and builds a new and pretentious home.

Chris is beginning to lose the confidence of his men who think he has gone high hat. He also leaves too much detail to the inefficient and scheming Tanahill and things at the plant are not going so well.

But he regains the esteem of the men for a time by saving the factory from being blown up and rescuing one of the workmen from death.

Promoted to vice president, Chris unwittingly lends cooperation to the manipulations of Tanahill and again estranges his men. He not only neglects his actual duties but raises the standard of living to a grand scale to the amused contempt of his new associates of the higher social strata.

The night when he is giving a house-

BIOGRAPHIES

Barton MacLane

Barton MacLane was born in Columbia, S. C., on Christmas Day, 1902. He was seven years old when his parents moved to Cromwell, Conn., where he attended school and Wesleyan University.

After this he played in the college dramas. His first picture work was with Richard Dix in the football movie, "Quarterback."

After this he played in stock until he got his chance on Broadway in "The Trial of Mary Dugan."

Among his more recent pictures are "I Found Stella Parish," "Frisco Kid" and "Dr. Socrates."

His current production is "Man of Iron," which comes to the theatre on.....

warming at his new home, the factory men rebel against an order to work longer hours, which they are led to believe by Tanahill came from Chris. Informed of the trouble, Chris leaves his party and, in his ill-fitting evening clothes, stalks into the midst of a crowd of workers who are planning an attack on the factory.

He tries to tell them the order was unauthorized, but they won't believe him. He is attacked by the men and is being beaten unmercifully when rescued by a police riot squad.

Sobered by the affray and the near murder of Chris, the men learn that Tanahill was solely responsible for the order, and in their remorse reaffirm their old loyalty.

Mary Astor

Mary Astor was born in Quincy, Ill., where her father was an instructor in the local schools. Later she went to Chicago where her mother taught at the Kenwood Loring School for Girls. Mary entered the same school to study diction and drama.

Mary then got work in a New York studio playing in short subjects and finally was selected to play opposite Huntley Gordon. Later she played leads with Eugene O'Brien and Glenn Hunter.

Finally she turned to Hollywood where she has appeared in a number of outstanding productions. Among her most recent pictures are "Page Miss Glory," "From This Dark Stairway" and "Red Hot Tires."

She is now appearing in "Man of Iron."

John Eldredge

John Eldredge was born in San Francisco, Calif. He was educated at the University of California where he made a specialty of dramatics.

In his senior year, he was offered a role with a professional troupe playing comic opera in Oakland, California. His first part was "The Prince of Pilsen."

His first picture work was in a role he played on the stage, which Warner Bros. produced under the title of "The Man With Two Faces."

He has recently appeared in "Hard Luck Dame," "The Murder of Dr. Harrigan" and "Dr. Socrates."

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